

## ORDER



**Orders**  
**Order / Rev:** 706900  
**Alt Order #:** 06281330  
**Product Desc:** DALTON FOR GOVERNOR  
**Estimate:** 2207  
**Flight Dates:** 09/25/12 - 10/01/12  
**Original Date / Rev:** 08/15/12 / 08/16/12  
**Order Type:** Political

**WFMY-TV**

**Primary AE:** Nick Welte  
**Sales Office:** T-PHI  
**Sales Region:** NAT

**Agency**  
**Name:** Buying Time, LLC/ POL  
**Buying Contact:**  
**Billing Contact:**  
 650 Massachusetts Ave. N.W. , Suite 210  
 Washington, DC 20001

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser**  
**Name:** Dalton/D/ NC Governor  
**Demographic:** A35+  
**Product Codes:** PL-Governor  
**Priority:** P-2  
**Revenue Codes:** AGY, GEN, POL

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/30/12	26	\$7,785.00	\$6,617.25
10/01/12	10/01/12	5	\$1,320.00	\$1,122.00

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	26	\$7,785.00	\$6,617.25	0.00
October 2012	5	\$1,320.00	\$1,122.00	0.00
<b>Totals</b>	<b>31</b>	<b>\$9,105.00</b>	<b>\$7,739.25</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Nick Welte			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WFMY	09/28/12	09/28/12	News2 at Noon News2 at Noon	CM	12-1230p	----F--	:30	1	\$200.00	P-2	0.00	NM	1	\$200.00
NEWS 2 AT NOON															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	----F--					1	\$200.00		0.00			
E 2	WFMY	09/28/12	09/28/12	News 2 at 5 News 2 at 5	CM	5-530p	----F--	:30	1	\$350.00	P-2	0.00	NM	1	\$350.00
NEWS 2 AT 5PM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	----F--					1	\$350.00		0.00			
E 3	WFMY	09/28/12	09/28/12	News 2 at 6 News 2 at 6	CM	6-630p	----F--	:30	1	\$525.00	P-2	0.00	NM	1	\$525.00
NEWS 2 AT 6PM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	----F--					1	\$525.00		0.00			
E 4	WFMY	09/28/12	09/28/12	M-F 6-8a Good Morning Show	CM	6-8a	----F--	:30	1	\$200.00	P-2	0.00	NM	1	\$200.00
GOOD MORNING SHOW 6A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	----F--					1	\$200.00		0.00			
E 5	WFMY	09/28/12	09/28/12	CBS This Morning CBS This Morning	CM	8-10a	----F--	:30	1	\$100.00	P-2	0.00	NM	1	\$100.00
CBS THIS MORNING															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			

Order / Rev: 706900  
 Alt Order #: 06281330  
 Flight Dates: 09/25/12 - 10/01/12

Advertiser: Dalton/D/ NC Governor  
 Product Desc: DALTON FOR GOVERNOR  
 Estimate: 2207

WFMY-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 5	WFMY	09/28/12	09/28/12	CBS This Morning CBS This Morning	CM	8-10a	----F--	:30	1	\$100.00	P-2	0.00	NM	1	\$100.00
CBS THIS MORNING															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	----F--					1	\$100.00		0.00			
E 6	WFMY	10/01/12	10/01/12	M-F 5-6a 5-6a GMS ROT	CM	5-6a	M-----	:30	1	\$120.00	P-2	0.00	NM	1	\$120.00
GOOD MORNING SHOW 5A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	M-----					1	\$120.00		0.00			
E 7	WFMY	10/01/12	10/01/12	News 2 at 6 News 2 at 6	CM	6-630p	M-----	:30	1	\$525.00	P-2	0.00	NM	1	\$525.00
NEWS 2 AT 6PM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	M-----					1	\$525.00		0.00			
E 8	WFMY	10/01/12	10/01/12	M-F 6-8a Good Morning Show	CM	6-8a	M-----	:30	1	\$200.00	P-2	0.00	NM	1	\$200.00
GOOD MORNING SHOW 6A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	M-----					1	\$200.00		0.00			
E 9	WFMY	10/01/12	10/01/12	M-F 730-8p Jeopardy	CM	730-8p	M-----	:30	1	\$375.00	P-3	0.00	NM	1	\$375.00
JEOPARDY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	M-----					1	\$375.00		0.00			
E 10	WFMY	10/01/12	10/01/12	CBS This Morning CBS This Morning	CM	8-10a	M-----	:30	1	\$100.00	P-2	0.00	NM	1	\$100.00
CBS THIS MORNING															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	M-----					1	\$100.00		0.00			
E 11	WFMY	09/29/12	09/29/12	News 2 at 7 Saturday News 2 at 7 Saturday	CM	7-730p	-----S-	:30	1	\$250.00	P-2	0.00	NM	1	\$250.00
NEWS 2 AT 6P- SAT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-----S-					1	\$250.00		0.00			
E 12	WFMY	09/29/12	09/29/12	Good Morning Show Sat Good Morning Show Sa	CM	6-9a	-----S-	:30	1	\$175.00	P-2	0.00	NM	1	\$175.00
GOOD MORNING SATURDAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-----S-					1	\$175.00		0.00			
E 13	WFMY	09/30/12	09/30/12	Face the Nation Face the Nation	CM	1030-11a	-----S	:30	1	\$750.00	P-2	0.00	NM	1	\$750.00
FACE THE NATION															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-----S					1	\$750.00		0.00			
E 14	WFMY	09/30/12	09/30/12	News 2 at 11 News 2 at 11	CM	11-1135p	-----S	:30	1	\$550.00	P-2	0.00	NM	1	\$550.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-----S					1	\$550.00		0.00			
E 15	WFMY	09/27/12	09/27/12	Price Is Right Price Is Right	CM	11a-12p	---T---	:30	1	\$140.00	P-3	0.00	NM	1	\$140.00
PRICE IS RIGHT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	---T---					1	\$140.00		0.00			
E 16	WFMY	09/27/12	09/27/12	M-F 5-6a 5-6a GMS ROT	CM	5-6a	---T---	:30	1	\$120.00	P-2	0.00	NM	1	\$120.00
GOOD MORNING SHOW 5A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	---T---					1	\$120.00		0.00			
E 17	WFMY	09/27/12	09/27/12		CM	6-630p	---T---	:30	1	\$525.00	P-2	0.00	NM	1	\$525.00

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Advertiser: Dalton/D/ NC Governor  
 Product Desc: DALTON FOR GOVERNOR  
 Estimate: 2207  
**WFMY-TV**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				News 2 at 6										
				News 2 at 6										
				NEWS 2 AT 6PM										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/24/12	09/30/12	---T---		1		\$525.00		0.00				
E 18	WFMY	09/27/12	09/27/12	M-F 730-8p Jeopardy	CM	730-8p ---T---	:30	1	\$375.00	P-3	0.00	NM	1	\$375.00
				JEOPARDY										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/24/12	09/30/12	---T---		1		\$375.00		0.00				
E 19	WFMY	09/25/12	09/25/12	Price Is Right Price Is Right	CM	11a-12p -T-----	:30	1	\$140.00	P-3	0.00	NM	1	\$140.00
				PRICE IS RIGHT										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/24/12	09/30/12	-T-----		1		\$140.00		0.00				
E 20	WFMY	09/25/12	09/25/12	News 2 at 5 News 2 at 5	CM	5-530p -T-----	:30	1	\$350.00	P-2	0.00	NM	1	\$350.00
				NEWS 2 AT 5PM										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/24/12	09/30/12	-T-----		1		\$350.00		0.00				
E 21	WFMY	09/25/12	09/25/12	M-F 7-730p Wheel of Fortune	CM	7-730p -T-----	:30	1	\$375.00	P-3	0.00	NM	1	\$375.00
				WHEEL OF FORTUNE										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/24/12	09/30/12	-T-----		1		\$375.00		0.00				
E 22	WFMY	09/25/12	09/25/12	CBS This Morning CBS This Morning	CM	8-10a -T-----	:30	1	\$100.00	P-2	0.00	NM	1	\$100.00
				CBS THIS MORNING										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/24/12	09/30/12	-T-----		1		\$100.00		0.00				
E 23	WFMY	09/26/12	09/26/12	News 2 at 11 News 2 at 11	CM	11-1135p --W----	:30	1	\$550.00	P-2	0.00	NM	1	\$550.00
				NEWS										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/24/12	09/30/12	--W----		1		\$550.00		0.00				
E 24	WFMY	09/26/12	09/26/12	Price Is Right Price Is Right	CM	11a-12p --W----	:30	1	\$140.00	P-3	0.00	NM	1	\$140.00
				PRICE IS RIGHT										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/24/12	09/30/12	--W----		1		\$140.00		0.00				
E 25	WFMY	09/26/12	09/26/12	News2 at Noon News2 at Noon	CM	12-1230p --W----	:30	1	\$200.00	P-2	0.00	NM	1	\$200.00
				NEWS 2 AT NOON										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/24/12	09/30/12	--W----		1		\$200.00		0.00				
E 26	WFMY	09/26/12	09/26/12	News 2 at 5 News 2 at 5	CM	5-530p --W----	:30	1	\$350.00	P-2	0.00	NM	1	\$350.00
				NEWS 2 AT 5PM										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/24/12	09/30/12	--W----		1		\$350.00		0.00				
E 27	WFMY	09/26/12	09/26/12	M-F 5-6a 5-6a GMS ROT	CM	5-6a --W----	:30	1	\$120.00	P-2	0.00	NM	1	\$120.00
				GOOD MORNING SHOW 5A										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/24/12	09/30/12	--W----		1		\$120.00		0.00				
E 28	WFMY	09/26/12	09/26/12	News 2 at 6 News 2 at 6	CM	6-630p --W----	:30	1	\$525.00	P-2	0.00	NM	1	\$525.00
				NEWS 2 AT 6PM										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/24/12	09/30/12	--W----		1		\$525.00		0.00				
E 29	WFMY	09/26/12	09/26/12		CM	6-8a --W----	:30	1	\$200.00	P-2	0.00	NM	1	\$200.00

**WFMY-TV**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				M-F 6-8a											
				Good Morning Show											
				GOOD MORNING SHOW 6A											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	--W----		1				\$200.00		0.00			
E 30	WFMY	09/26/12	09/26/12	M-F 7-730p	CM	7-730p	--W----	:30	1	\$375.00	P-3	0.00	NM	1	\$375.00
				Wheel of Fortune											
				WHEEL OF FORTUNE											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	--W----		1				\$375.00		0.00			
E 31	WFMY	09/26/12	09/26/12	CBS This Morning	CM	8-10a	--W----	:30	1	\$100.00	P-2	0.00	NM	1	\$100.00
				CBS This Morning											
				CBS THIS MORNING											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	--W----		1				\$100.00		0.00			
													Totals	31	\$9,105.00